International Trade Canada | Commerce international Canada

Canada

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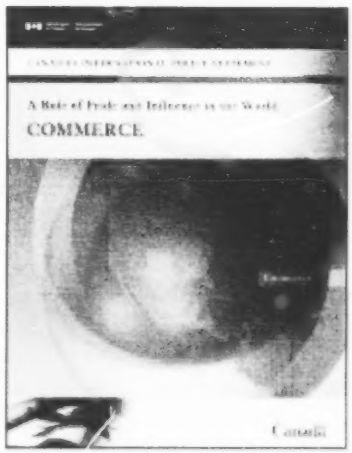
Government releases Statement that sets out Canada's trade priorities

On April 19, the Government of Canada tabled in Parliament *Canada's International Policy Statement—A Role of Pride and Influence in the World*, the country's first integrated plan designed to strengthen Canada's role in the world. The commerce section of this document articulates the contributions made across the Government and across Canada to our success in the new world economy and charts a course for the future.

"Our country's prosperity rests on the twin pillars of competitiveness and strategic economic engagement with the rest of the world," said International Trade Minister Jim Peterson. "The Statement outlines a series of commercial priorities that will draw the world to our communities, ease more Canadian business into the world, and give both new and established exporters the tools and services they need to excel internationally."

continued on page 2 — International Policy Statement



High-profile pavilion presents a taste of Canada at FOODEX Japan

March 2005 marked Canada's 23rd year participating in FOODEX Japan, the world's third-largest trade show for the food and beverage industry and the largest in the Asia-Pacific region.

Over 92,000 trade professionals visited FOODEX 2005 over the four-day exhibition, where they saw over 2,200, exhibitors—1,598 of which were from overseas. The impressive Canadian Pavilion was high-profile, dynamic, and generated much interest among potential customers. It provided an ideal venue for many Canadian exporters looking to tap into the lucrative Japanese and Asian food and beverage markets. According to the Canadian Embassy in Tokyo, 22 Canadian companies participated in FOODEX Japan 2005, along with four industry associations and four provinces. Export business has definitely been influenced by this joint effort.

The Canadian Pavilion drew a constant flow of visitors, due no doubt to the four exceptional food demonstrations. While exhibitors were busy meeting potential clients, a Competitive Intelligence project was being conducted at FOODEX to gather information related to the functional foods and nutraceuticals (FFN) priority identified in Agriculture

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New Doha International Airport: contract opportunities

Tenders worth close to $2.5 billion for work on Qatar's New Doha International Airport (NDIA) are being offered in May 2005. Bechtel Aviation, which is managing construction of the region's only greenfield airport, will use the Airport Build and Supply Exhibition, taking place in Dubai from May 23 to 25, to elaborate on the details of this mega-project. Mr. Rudy Vercelli, Bechtel's director of global strategic development for aviation, will detail Bechtel's needs and demands for the project, as well as the airport's tendering procedure.

So far, contracts worth about $744 million have been awarded for site mobilisation, land reclamation and rubbish removal work. Construction projects include a new terminal building, two runways, a business park and full airport infrastructure.

The priority in the coming months will be on finding the most advanced and qualified airport equipment suppliers in the market for a vast range of goods, including runway lighting, baggage scanning and handling systems, etc... Competitive pricing will also play a role.

Bechtel has formed 20 different construction packages for the project, six of which have already been awarded. It is a bit too late to prequalify for the other 14 packages still to be awarded, but Canadian companies that did not get prequalified can still take the role of a subcontractor to those awarded the main contracts.

Prequalified Canadian companies are not specifically required to have a local agent, but it is recommended they appoint one as it is the normal business operating procedure in Qatar. The agent will then advise and inform the Canadian company accordingly.

For more information, contact Steven Passlo, Contract Information Manager, Bechtel, tel.: (011-974) 467-9529, fax: (011-974) 467-9583, e-mail: pcpappas@bechtel.com. For more about the NDIA project, go to www.ndiaproject.com.

International Policy Statement — *from page 1*

Globalization, technological advances and the growing number of consumers participating in the world economy continue to reshape the international commerce environment. Companies and countries alike must now constantly update their approach to international commerce in order to ensure long-term competitiveness and prosperity. The Government of Canada will focus on engaging where Canadians stand to benefit most. To meet these objectives, International Trade Canada has set out the following priorities:

- making Canada a magnet for talent and investment
- advancing our relationships with key partners
- providing the right services to business

Ultimately, Canada's international commerce strategy has to be able to get both the domestic business climate and our international economic relationships right and provide the services that Canadian businesses need to succeed in a globalized economy. To this end, Government officials will be speaking to key stakeholders about the strategy over the next few months.

For more information and to read the Statement, go to www.international.gc.ca.

International Trade Canada at a glance

- 800 trade commissioners in more than 140 locations abroad and 100 trade commissioners in 12 regional offices, covering all provinces and territories.
- Direct services to more than 15,000 clients through the Virtual Trade Commissioner, representing more than 12,000 companies.
- Partnerships with more than 30 federal departments, provinces and territories, and municipalities to help them access international markets.
- An annual budget of $174.1 million.
- Contributes to exports of Canadian goods and services, Canadian direct investment abroad and foreign direct investment in Canada.

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THE CANADIAN TRADE COMMISSIONER SERVICE

GO-EXPO: Gas and Oil Exposition 2005 & Canadian International Petroleum Conference

www.petroleumshow.com

Calgary, Alberta — June 7-9, 2005 — From exploration to production, if you are in the business of providing equipment and services for the oil & gas industry, GO-EXPO will provide you with the opportunity to promote your skills, tools, technology and expertise to thousands of professionals from around the world.

A biennial trade show, GO-EXPO is Canada's largest oil and gas event for 2005. Held in conjunction with the Canadian International Petroleum Conference, this three-day exposition will host more than 400 international companies. Experience the latest in advanced technology for the oil and gas industry, and attend keynote addresses from industry leaders to obtain the latest updates on major projects. The 2003 edition attracted more than 18,000 visitors from 52 countries, with over 400 companies exhibiting.

GO-EXPO 2005 will feature:

- The World Oil Centre Stage—a free event for all visitors—where top companies showcase cutting-edge technology and products. Over 60 presentations on relevant industry technologies will be presented in two theatres;
- The Industry Career Fair, an international recruitment event featuring an on-site job fair and an on-line forum at www.oilcareerfair.com;
- The International Business Centre, where international buyers will benefit by connecting with industry leaders of select export-ready companies; and
- The Canadian International Petroleum Society: the Petroleum Society is proud to host delegates from around the world at their 56th annual meeting, which includes a three-day technical conference and various social functions.

There will be also opportunities to meet with Canadian trade commissioners posted in oil and gas producing countries such as Mexico and Nigeria, among others. Learn about international business opportunities in their respective markets.

For more information about meeting with Canadian Trade Commissioner Service representatives, contact Etienne Sum Wah, Trade Commissioner, International Trade Canada, tel.: (613) 996-1930, e-mail: etienne.sum-wah@international.gc.ca.

GO-EXPO... "because technology changes everything."

VIRTUAL TRADE COMMISSIONER

Your gateway to the Trade Commissioner Service
www.infoexport.gc.ca

Canadian exchange broker makes inroads in Asia-Pacific

Custom House Global Foreign Exchange is a prime example of a Canadian-based company that is beginning to make significant inroads into the Southeast Asian market. Custom House, the largest independent foreign exchange broker and payment solutions provider in North America, has taken its award-winning management style and translated it into an international operation. Based in Victoria, BC, Custom House has more than 80 branches operating in seven countries—including the Asia-Pacific nations of Australia, New Zealand and Singapore.

Ian Taylor, Senior Vice-President of Global Sales and Marketing, oversees the company's growth. "Australia and New Zealand were logical starting points for our launch into the greater Asia-Pacific and Southeast Asia markets", said Taylor. And what successful starting points they've been! In less than three years, Custom House has tripled the number of branches in the region and today approximately 25% of the company's foreign exchange business—or $2.5 billion in transactions annually—comes from here. Custom House was one of the few non-bank foreign exchange providers able to meet the stringent licensing requirements of the Australian government, an achievement that gave the company immediate credibility in that market.

The key to the success of Custom House lies in its ability to apply a proven business model of outstanding service and innovative technology, while maintaining flexibility to meet local market needs. Couple this with the ability to attract outstanding local expertise and to capitalize on existing networks such as the Canadian Trade Commissioner Service, and you have a recipe for success. So where are they now? With employees already on the ground in Singapore, Custom House is looking into growth opportunities throughout Southeast Asia and beyond.

For more information, go to www.customhouse.com.

Nova Scotia company hits a hole in one at South Carolina golf club

The Myrtle Beach Chamber of Commerce and the Canadian Consulate General in Atlanta, Georgia, recently announced that Nova Scotia-based 4everSports has secured a deal to establish its unique and sophisticated golf technology at a golf club in Myrtle Beach, South Carolina—the world's golfing capital. The Consulate General participated in the official inauguration ceremony for TeePod™, 4everSports' Internet-based, solar-powered wireless kiosk golf course management system at the Arcadian Shores Golf Club.

This represents the first east coast installation of TeePod™ outside of Canada. The TeePod™ Information System is a solar powered kiosk at each hole that is wirelessly connected to the Internet. The course now offers electronic scoring, real-time leaderboards, on-course food and beverage ordering and much more. The scorecards are printed in the clubhouse and saved back to the Internet.

The Canadian Consulate General in Atlanta had provided the market intelligence and introductions that led to this successful partnering with the southeast regional division of Hilton Hotels, which manages the premier 18 hole course adjacent to three hotels that they operate.

"4everSports has been very successful in establishing itself as a technology partner for golf courses," says 4everSports CEO Robert Bobbett. "We began installing our systems in the U.S. in early 2003 and our first three courses are enjoying huge success. We plan to have many more courses in the 4everSports network before the end of 2005."

In order to gain maximum publicity from the local community, the inauguration ceremony was held in mid-March to coincide with the famous Can-Am Week celebration in Myrtle Beach. This is the 44th year of the week-long festival that attracts approximately 60,000 Canadians to the coastal South Carolina resort city.

The Canadian Consulate General in Atlanta promotes business development, investment, tourism, culture and information exchange between Canada and the Southeastern U.S. states of Alabama, Georgia, Mississippi, North Carolina, South Carolina and Tennessee.

For more information, contact Steve Adger Flamm, Trade Commissioner, Canadian Consulate General in Atlanta, tel.: (404) 532-2018, fax: (404) 532-2050, e-mail: steve.flamm@international.gc.ca, Web site: www.4everSports.com.

Business connections with Egypt

TORONTO AND MONTREAL — May 28-June 3 — The Canada-Arab Business Council (CABC) will host an incoming trade and investment mission of Egyptian businessmen to Toronto and Montreal, organized by the Canada Egypt Business Council (CEBC). Dr. Ziad Bahaa El Din, the Egyptian Chairman of Investment Authority & Free Zones, will lead the mission, and officials from Egypt's Ministries of Petroleum, Tourism and Foreign Affairs, as well as the Chairman of the National Bank of Egypt, will be participating.

The mission's main events will consist of two full-day business seminars—one in Toronto and one in Montreal—detailing the diverse business opportunities Egypt has to offer to Canadian companies. There will also be meetings with Canadian institutions and one-on-one company meetings, partnering Canadian companies with relevant Egyptian businessmen.

Alexandria: Egypt's main port.

Who should attend?

Canadian companies interested in learning about opportunities in the Egyptian market, in developing business relationships with Egyptian companies and in familiarizing themselves with the Egyptian government should take advantage of this mission. Financial institutions and venture capital investors will also have the opportunity to promote the strengths of Canadian financial markets and sources of financing to key contacts in the Egyptian business community. By participating in this event, companies will be able to access key Egyptian business and government leaders.

The Egyptian market is open for business

As the most populous country in the Arab world with the most advantageous geographic location, Egypt plays a key role in the region. It is actively re-shaping its economy, making many changes to bring it up to par with the global economy.

In January 2003, the Egyptian government announced that its exchange rate system would no longer be fixed, and that foreign exchange rates would be determined by market conditions. While in the short term this will mean that imported products will be more expensive, this action appears to be part of a trend toward greater trade liberalization, which will ultimately benefit international business.

To confirm the commitment to improved economic development, in July 2004, the Egyptian government launched a revised economic reform agenda with aggressive measures to help the overall economy improve at a faster pace. The increasingly liberal economic reforms are steps toward making import regulations and procedures more transparent and efficient, and the trends appear to be toward greater trade liberalization. Egypt has taken a major decision to abolish the list of banned imports and lift import barriers. The reform agenda includes the following elements:

- customs, income tax and financial system reforms
- investment promotion
- preserving the social safety net
- fostering innovation

Overall, economic growth is on the rise, with a GDP increase of 3.2% in 2003 and 4.3% in 2004. With the new monetary and foreign exchange policy, the Egyptian pound has stabilized and reflects a more realistic rate based on market forces. The Egyptian stock market has also experienced several booms, recording an unprecedented 119% increase in 2004.

With the government's announcement of substantial cuts in customs tariffs, banking and tax reforms, increased efforts on privatization and other measures, Egypt is clearly sending a strong signal of an open and growing economy.

For more information, or to attend the business seminars in Toronto and Montreal, contact the CABC, tel.: (905) 568-9413, e-mail: info@canada-arabbusiness.org, Web site: www.canada-arabbusiness.org. For more on the mission's incoming Egyptian delegation, contact Motaz Raslan, Chairman, CEBC, e-mail: cebc@canadaegypt.org.

Get ready for success at GITEX DUBAI

Dubai, U.A.E. — September 25-29, 2005 — The Canadian Consulate in Dubai will organize a national pavilion at the Gulf Information and Technology Exhibition (GITEX). GITEX is one of the world's most important ICT exhibitions and has been a preferred venue for the ICT industry in the Gulf and the Middle East for over 20 years. It is also considered by many Canadian firms as one of the best forums to promote their products and services.

At GITEX 2004 expected growth was surpassed, with over 100,000 trade visitors attending from the Gulf and the Middle East, the Commonwealth of Independent States, Africa and the Indian sub-continent. GITEX is a premier international exhibition for computing, communications systems and applications—it is the heart of ICT business in the region. The GITEX profile includes the following areas:

- ICT equipment and systems
- telecommunication, wireless and networks
- software and services
- banking technology and financial services
- research & development technology

On-site activities will include seminars, conferences and Computer Shopper, a hall that has been dedicated as a retail showcase specializing in home computer equipment that is open to the public.

The United Arab Emirates (U.A.E.)—especially Dubai—is a regional leader and consultant for the e-government project currently under way among the Gulf countries. The country is going through an exceptional period of growth in ICT, including the software, hardware and telecommunications markets. Dubai is actively working towards establishing itself as the ICT hub for a market of 1.9 billion consumers.

The Canadian Pavilion will consist of 234 square metres in total, with standard fully furnished nine square-metre booths at a cost of $5,950 each (larger spaces can also be arranged). GITEX offers the exporter a unique opportunity to establish a foothold in this very affluent Gulf region, to develop existing business, or to recruit agents from across three continents. Don't miss it!

For more information, contact Fouad Soueid, Trade Commissioner, Canadian Consulate in Dubai, tel.: (011-971) 4-314-5555, fax: (011-971) 4-314-5556, e-mail: fouad.soueid@international.gc.ca, or Venky Rao, Organizer's Representative, tel: (905) 896-7815, email: dwtc@rogers.com, Web site: www.gitex.com.

FOODEX Japan

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and Agri-Food Canada's (AAFC) "Japan Strategy", with participation from AAFC, the Ontario Ministry of Agriculture and Food and International Trade Canada (ITCan) trade commissioners in Japan. A networking reception sponsored by the Canadian Embassy featured many Canadian food ingredients and served exclusively Canadian beverages. Client feedback has been positive.

This successful marketing of Canadian products represents a significant team effort in Canada's second biggest export market by AAFC and ITCan's trade commissioners from Tokyo and five other Japanese posts, as well as from Shanghai (China).

Given the success of the Canadian Pavilion at FOODEX 2005, why not plan ahead to participate in 2006? FOODEX Japan 2006 is scheduled to be held next year from March 14 to 17.

For more information, contact Suzanne Lalonde, Trade Commissioner, Canadian Embassy in Japan, tel.: (011-81-3) 5412-6200, fax: (011-81-3) 5412-6327, e-mail: jpn.commerce@international.gc.ca, Web site: www2.jma.or.jp/foodex/en.

Canadian agri-food exports to Japan

($ million CDN)	2003	2004
Total:	**2,323.974**	**2,495.346**
Top five:		
canola seeds	703.476	672.743
frozen pork	425.405	466.512
fresh pork	206.442	256.795
non-durum wheat	209.630	217.231
soybeans	75.886	146.027

Source: Agriculture and Agri-Food Canada

Canadian electronic music mission hits Japan's World Expo

Inspired by the theme of diversity, Canada's Cultural Program at the 2005 World Exhibition in Aichi, Japan, showcases a range of talented Canadian artists from across the country, whose work highlights our diversity, our creativity and our talent for innovation. In keeping with this spirit, the progressive-minded Association for Electronic Music, or aemusic, will host a Canadian electronic music trade mission to the World Expo in Japan, in July 2005.

aemusic is a progressive Canadian non-profit organization committed to promoting the economic viability of Canadian electronic music to the global market. According to them, electronic music is a globally absorbed art form that is pushing the creative uses of technology, and Canada is home to a number of young dynamic electronic music producers that have developed a niche in the global electronic music community. "We are excited to bring our members and their Japanese guests to the World Expo in Aichi, as it offers us the opportunity to experience Japanese culture and hospitality in their highest form," notes aemusic Director Jean Nicolas Dupéré.

Cultural partners

Due to past market development, Japan stands out as an important cultural partner for the global flow of Canadian electronic music in 2005. Building on the success of a previous mission to Tokyo in 2004, the aim of the World Expo mission is to further stimulate international trade and recognition for Canadian electronic music product in Japan. This event is being made possible in part with support from International Trade Canada and the Trade Routes Program at the Department of Canadian Heritage.

On July 4th, 2005, aemusic will host a networking event in the Canadian Pavilion at the World Expo, presenting a consortium of Canadian music businesses to the Japanese market. These include representatives for Canadian music producers, composers, performers, labels and distributors in all genres of electronic music. aemusic is also presently working to develop a Web site in Japanese to promote this event directly to Japanese guests and media.

The following Canadian companies will be represented in Aichi:

- aemusic - www.aemusic.com
- Statik Distribution - www.statikdistribution.com
- Fidgital - www.fidgital.com
- MUTEK - www.mutek.ca
- nice+smooth ultramedia - www.nicesmooth.com

There is no question that Canadian electronic music has made its mark on the global scene—the World Expo in Japan presents an ideal venue to show off our musical talents, technology and innovation to the rest of the world.

For more information, contact Sylvie Morissette, Trade Commissioner (Sound Recording, Film and TV), International Trade Canada, tel.: (613) 996-1144, fax: (613) 992-5965, e-mail: sylvie.morissette@international.gc.ca, Web site: www.international.gc.ca/arts.

Conference on partnerships in tsunami reconstruction coming up

Montreal, Quebec — June 2-3, 2005 — The upcoming "Partnerships in Reconstruction: The Canadian Private Sector and International and Non-Governmental Organizations" conference, in Montreal, will be an opportunity for Canadian companies to learn more about how the international community plans to assist in rebuilding countries affected by the Indian Ocean tsunami last December.

The international community has so far pledged more than $6.3 billion—including $425 million from Canada over the next five years—to help rebuild the affected South and Southeast Asian countries. Communications networks, roads, ports, and environmental infrastructure need to be rebuilt, community services need to be restored, while the hundreds of thousands affected need assistance in restoring their livelihoods in fisheries and agriculture.

The conference will be an opportunity for Canadians companies to learn how international and non-governmental organizations respond to natural disasters and conflicts, and the role the private sector can play in meeting these organizations' technical, financial and material needs. Canadian companies will have the opportunity to attend plenary and concurrent sessions throughout the day on June 2, and meet one-on-one with representatives of these organizations on June 3.

For more information, contact Leigh Wolfrom, Trade commissioner, International Trade Canada, tel.: (613) 992-0747, e-mail: leigh.wolfrom@international.gc.ca, Web site: www.itcan-cican.gc.ca/tsunami/tsunami-response-en.asp.

AGRICULTURE AND AGRI-FOOD

Bologna, Italy — September 8-11, 2005 — There will be a Canadian booth at **SANA, the International Exhibition of Natural Products**, a premier show for the international market of organic and environmentally-friendly products in the areas of nutrition, health and the environment. **For more information**, contact Pier Paolo Chicco, Trade Commissioner, Canadian Consulate General in Milan, tel.: (011-39-02) 6758-3355, fax: (011-39-02) 6758-3900, e-mail: ital-td@international.gc.ca, Web site: www.sana.it.

Washington, D.C. — September 15-18, 2005 — The **Natural Products Expo East** will include more than 1,700 exhibits representing over 1,100 companies, with business strategy seminars, cooking demos, food tastings, awards programs and numerous events, covering both natural and organic products. **For more information**, contact Cynthia Stevenson, Business Development Officer, Canadian Embassy in Washington, D.C., tel.: (202) 682-1740, fax: (202) 682-7795, e-mail: wshdc.infocentre@international.gc.ca, Web site: www.expoeast.com.

Caracas, Venezuela — October 6-9, 2005 — Attend **Agrotecnia**, an international exhibition of agricultural technology and specialized agri-food products and services. **For more information**, contact the Canadian Embassy in Caracas, tel.: (011-58-212) 600-3000, fax: (011-58-212) 263-5349, e-mail: crcas-td@international.gc.ca, Web site: www.confex-us.com.

AUTOMOTIVE

Detroit, Michigan (U.S.) — August 29-September 1, 2005 — The Automotive Industry Action Group will host the **AutoTech 2005** Conference and Exhibition for auto technologies, products, parts, systems, components and services. **For more information**, go to www.aiag.org.

ENVIRONMENTAL INDUSTRIES

Singapore — November 9-11, 2005 — Attend **Enviro Asia 2005**, the Asian launch pad for the latest technologies, solutions, systems, equipment and services in all fields of environment management. **For more information**, contact the Canadian High Commission in Singapore, tel.: (011-65) 6325-3200, fax: (011-65) 6325-3294, e-mail: spore-td@international.gc.ca, Web site: www.enviroasia.com.sg.

HEALTH INDUSTRIES

Buenos Aires, Argentina — September 8-10, 2005 — The **ExpoMEDICAL** International Trade Show for Products, Services and Equipment for the Healthcare Sector will provide an opportunity for international suppliers interested in expanding their business in the region. **For more information**, contact Paula Solari, Trade Commissioner, Canadian Embassy in Argentina, tel.: (011-54-11) 4808-1000, fax: (011-54-11) 4808-1111, e-mail: bairs-commerce@international.gc.ca, Web site: www.expomedical.com.ar.

PLASTICS

Caracas, Venezuela — July 20-23, 2005 — Attend **Empaque**, the 11th international exhibit and conference for packaging, bottling, boxing and food processing technologies. **For more information**, contact the Canadian Embassy in Venezuela, tel.: (011-58-212) 600-3000, fax: (011-58-212) 263-5349, e-mail: crcas-td@international.gc.ca, Web site: www.confex-us.com.

PROPERTY DEVELOPMENT

Dubai, U.A.E. — September 17-19, 2005 — Exhibit at **Cityscape 2005**, the 4th International Property Investment & Development event and meet with major investors, developers and governmental authorities involved in the architecture, development, design and construction of commercial property developments. **For more information**, contact Venky Rao, Organizer's Representative, tel.: (905) 896-7815, email: venkyrao@rogers.com, Web Site: www.cityscape-online.com.

SECURITY

Cairo, Egypt — November 10-13, 2005 — The **Arab International Exhibition and Conference for Manufacturing Security and Safety Equipment** is a good opportunity for exhibitors to exchange information and state of the art technologies and systems in this field. **For more information**, contact Joseph Tadros, Trade Commissioner, Canadian Embassy in Egypt, tel.: (011-20-2) 794-3110, fax: (011-20-2) 794-7659, e-mail: cairo-td@international.gc.ca, Web site: www.goief.gov.eg.

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